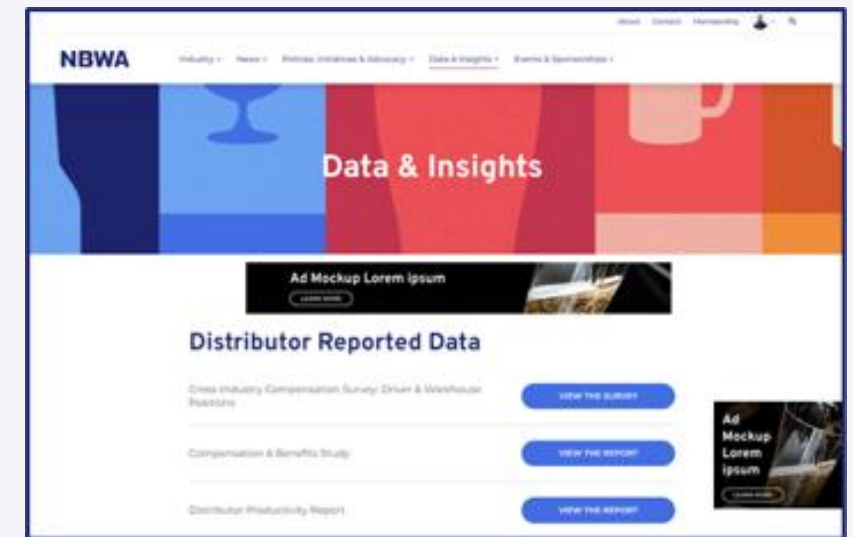
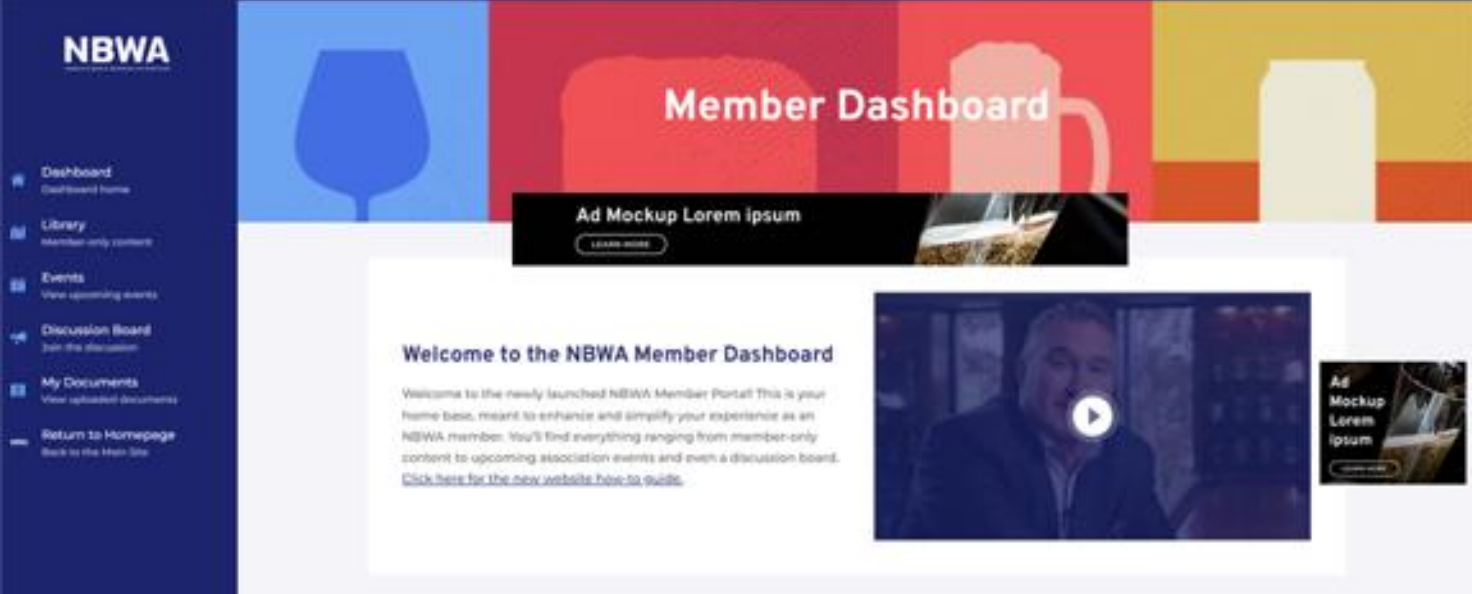




NBWA Digital Sponsorship Opportunities

Booking now for 2026!

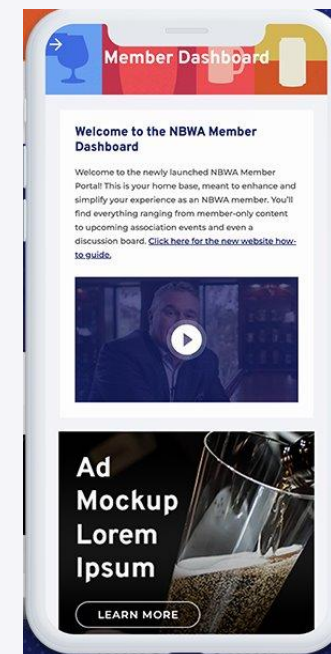
- **Digital Advertising:** Reach distributor members on NBWA's main web pages
- **Event Digital Advertising:** Reach hundreds to thousands of engaged event attendees
- **Weekly Delivery Newsletter Advertising:** Reach 10,000 beer and beverage professionals each week



Desktop View

Website Ads

- o \$250 per month per page **depending on the page*
 - o Page options include Member Dashboard, Homepage, Beer Purchasers' Index, Industry Facts and more
- o Monthly reports on views and click-throughs
- o Unlimited replacements of artwork/URLs during period



Mobile View

To maximize visibility on the website, we recommend four different sizes:

Desktop: 970x90 and 970x250 |
Mobile: 300x100 and 300x250

Event Page Ads

Available now

Reach NBWA event attendees and prospective attendees on our newly redesigned* event webpages.

- ☑ Legislative Conference | April 19-22
- ☑ BREW Leadership Forum | April 20
- ☑ Annual Convention & Trade Show | Oct. 11-14
- ☑ BREW Making Moves | Oct. 13-14
- ☑ Next Generation Conference | Nov. 9-11

*redesign to launch early 2026



1,850

Distributors attended
NBWA events in 2025

All Sponsorships Include

Data and Changes

- Monthly reports on views and click-throughs
- Unlimited replacements of artwork/URLs during period

Placement on All Related Pages During Sponsorship

- Sub-pages (Seminars, Schedules, Speakers, Non-Sponsored Onsite Events, etc.)
- Preview Articles
- Press Releases

Recommended ad sizes:

Desktop: 970x90 and 970x250 | Mobile: 300x100 and 300x250





Annual Convention

Oct. 11-14, 2026

1. Audience: *Owners, Execs, Ops, Sales, Finance, IT, Next Gen*
2. 10,000 views per month (Sept-Oct); 5,000 others
3. Most engaged: 20,000 interactions in Sep/Oct



Legislative Conference

April 19-22, 2026

1. Audience: *Owners, Execs, Legal, Federal Affairs, Next Gen*
2. 3,000 Views Per Month (Mar-Apr); 1,500 others



Next Gen Conference

Nov. 9-11, 2026

1. Audience: *Owners, Execs, Next Gen*
2. 2,000 Views Per Month (Oct-Nov); 1,000 others



BREW Leadership Forum

April 20, 2026

1. Audience: *Execs, Marketing, Sales, Next Gen*
2. 1,500 Views Per Month (Mar/Apr)



BREW Making Moves

Oct. 13-14, 2026

1. Audience: *Owners, Execs, Marketing, Sales, Next Gen, Suppliers (Beer, Wine, Spirits, NA, Emerging), Retailers*
2. 1,500 Views Per Month (Sept/Oct)

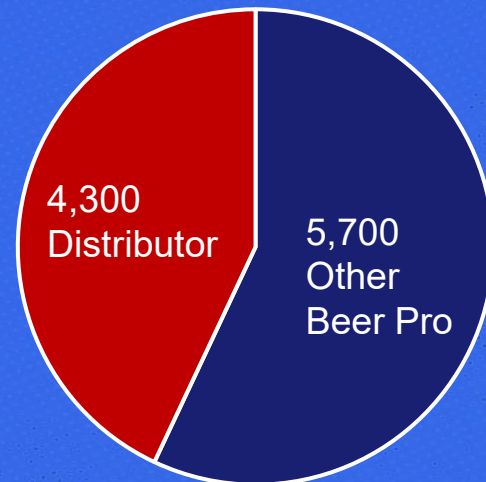


Weekly Delivery Ads

- ✓ **Our Flagship Publication:** 50 issues each year, highlighting beer industry and distributor news
- ✓ **Engaged Readership:** 44% Open Rate, 22,000 clicks year to date, 70 click-through average on ads
- ✓ **Reaches Decision-Makers:** Read by distributor owners, executives, directors and managers

10,000

Subscribers,
broken down by...



NBWA's Weekly Delivery

Cans Changed Craft Beer Forever. What Comes Next?

Cans have grown to nearly [76 percent](#) of craft beer's retail sales, driven by the ubiquitous 4 x 16.9oz package for domestic craft and increased adoption among traditionally glass-based import brands. Future packaging trends may include more "mini" (8.4oz) package options and the revival of bottles marketed as a more pristine drinking experience.

[READ →](#)

Advertisement



DISTRIBUTOR NEWS

DeCrescente Distributing Company [helps](#) deliver 35,000 pounds of food for Thanksgiving

Frank Beer Distributors [brings](#) holiday cheer with debut lights parade in Baraboo, WI

Ad Options (All Weeks Outside Convention)

Sponsored Advertisement

THE **BEST** IN BEVERAGE RUN ON ENCOMPASS

October 17, 2025

NBWA Wraps Innovation-Driven Annual Convention in Las Vegas



Banner Ad \$1,000 Per Week

- First image presented to readers
- 600x68 pixel ad linking to URL of your choice

Advertisement



Middle Unit \$500 Per Week

- Located in body of email
- 400x300 pixel ad linking to URL of your choice

THE **BEST** IN BEVERAGE RUN ON ENCOMPASS



Ad Takeover \$1,500 Per Week

- Banner and 2 Middle Unit
 - Recommend two different Middle Unit to maximize engagement

Ad Options (2 Weeks Before/After Convention)

Sponsored Advertisement

THE **BEST** IN BEVERAGE RUN ON ENCOMPASS

October 17, 2025

NBWA Wraps Innovation-Driven Annual Convention in Las Vegas



Banner Ad \$1,500 Per Week

- First image presented to readers
- 600x68 pixel ad linking to URL of your choice

Advertisement



Middle Unit \$750 Per Week

- Located in body of email
- 400x300 pixel ad linking to URL of your choice

THE **BEST** IN BEVERAGE RUN ON ENCOMPASS



Ad Takeover \$2,250 Per Week

- Banner and 2 Middle Unit
 - Recommend two different Middle Unit to maximize engagement